

Rep Order# 6832858 Ver# 1 Mod# 0 Status Confirmed

Traffic Order# 104463

Printed: 07/20/2012 9:04 AM
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Showing Buylines: All Lines

Station KSNV-TV LAS VEGAS, NV.
Advertiser () DSCC IE
Product DSCC IE
Estimate# 1407
Buyer MAURA GILROY
Phone#
Fax#

Agency () GREAT AMERICAN MEDIA
1010 WISCONSIN AVE NW, S#800
WASHINGTON, DC 20007
Agency C/P1/P2/E 49/53/1407
Flight Dates 10/23/2012 - 10/29/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	11	SU	7A-8A	Buyline Comment: TODAY	:30	\$750.00	10/28-10/28	1	1	1	\$750.00	
	12	SU	8A-9A	Buyline Comment: MTP	:30	\$3,000.00	10/28-10/28	1	1	1	\$3,000.00	
	13	SU	9A-930A	Buyline Comment: NEWS	:30	\$500.00	10/28-10/28	1	1	1	\$500.00	
	14	SU	930A-10A	Buyline Comment: CM	:30	\$600.00	10/28-10/28	1	1	1	\$600.00	
	15	TU-F	9A-10A	Buyline Comment: TODAY II	:30	\$425.00	10/23-10/26	4	1	4	\$1,700.00	
	16	M	9A-10A	Buyline Comment: TODAY II	:30	\$425.00	10/29-10/29	1	1	1	\$425.00	
	17	M	10A-11A	Buyline Comment: TODAY III	:30	\$325.00	10/29-10/29	1	1	1	\$325.00	
	18	TU-F	10A-11A	Buyline Comment: TODAY III	:30	\$325.00	10/23-10/26	4	1	4	\$1,300.00	
	19	TU-F	11A-12P	Buyline Comment: RR	:30	\$325.00	10/23-10/26	4	1	4	\$1,300.00	
	20	M	11A-12P	Buyline Comment: RR	:30	\$325.00	10/29-10/29	1	1	1	\$325.00	
	21	M	12P-1230P	Buyline Comment: NEWS	:30	\$425.00	10/29-10/29	1	1	1	\$425.00	

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22		TU-F	12P-1230P	NEMS	:30	\$425.00	10/23-10/26	4	1	4	\$1,700.00	
				Buyline Comment: NEMS								
23		TU-F	1230P-1P	AGENDA	:30	\$325.00	10/23-10/26	4	1	4	\$1,300.00	
				Buyline Comment: AGENDA								
24		M	1230P-1P	AGENDA	:30	\$325.00	10/23-10/29	1	1	1	\$325.00	
				Buyline Comment: AGENDA								
25		M	1P-2P	DAYS	:30	\$425.00	10/29-10/29	1	1	1	\$425.00	
				Buyline Comment: DAYS								
26		TU-F	1P-2P	DAYS	:30	\$425.00	10/23-10/26	4	1	4	\$1,700.00	
				Buyline Comment: DAYS								
27		TU-F	2P-3P	DRS	:30	\$325.00	10/23-10/26	4	1	4	\$1,300.00	
				Buyline Comment: DRS								
28		M	2P-3P	DRS	:30	\$325.00	10/29-10/29	1	1	1	\$325.00	
				Buyline Comment: DRS								
29		M	3P-4P	PHIL	:30	\$450.00	10/29-10/29	1	1	1	\$450.00	
				Buyline Comment: PHIL								
30		TU-F	3P-4P	PHIL	:30	\$450.00	10/23-10/26	4	1	4	\$1,800.00	
				Buyline Comment: PHIL								
31		TU-F	4P-430P	NEWS	:30	\$725.00	10/23-10/26	4	1	4	\$2,900.00	
				Buyline Comment: NEWS								
32		M	4P-430P	NEWS	:30	\$725.00	10/29-10/29	1	1	1	\$725.00	
				Buyline Comment: NEWS								

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Daypart

44	F	10P-11P		:30	\$3,200.00	10/26-10/26	1	1	1	\$3,200.00
Buyline Comment: DLINE										
45	SA	8P-9P		:30	\$1,200.00	10/27-10/27	1	1	1	\$1,200.00
Buyline Comment: NBC PRIME										
46	SU	515P-830P		:30	\$10,000.00	10/28-10/28	1	1	1	\$10,000.00
Buyline Comment: SNE										
47	SU	830P-930P		:30	\$1,800.00	10/28-10/28	1	1	1	\$1,800.00
Buyline Comment: NEWS AFT NFL										
48	SU	10P-11P		:30	\$1,200.00	10/28-10/28	1	1	1	\$1,200.00
Buyline Comment: L&O										
49	M	11P-1135P		:30	\$1,200.00	10/29-10/29	1	1	1	\$1,200.00
Buyline Comment: NEWS										
50	TU-F	11P-1135P		:30	\$1,200.00	10/23-10/26	4	1	4	\$4,800.00
Buyline Comment: NEWS										
51	SA	11P-1135P		:30	\$1,100.00	10/27-10/27	1	1	1	\$1,100.00
Buyline Comment: NEWS										
52	SU	11P-1135P		:30	\$1,100.00	10/28-10/28	1	1	1	\$1,100.00
Buyline Comment: NEWS										
53	TU-F	1135P-1235A		:30	\$500.00	10/23-10/26	4	1	4	\$2,000.00
Buyline Comment: TON SHOW										
54	M	1135P-1235A		:30	\$500.00	10/29-10/29	1	1	1	\$500.00
Buyline Comment: TON SHOW										

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	55	M	1235A-135A	FALLON	:30	\$250.00	10/29-10/29	1	1	1	\$250.00	
	Buyline Comment: FALLON											
	56	TU-F	1235A-135A	FALLON	:30	\$250.00	10/23-10/26	4	1	4	\$1,000.00	
	Buyline Comment: FALLON											
	57	TU-F	135A-205A	CARSON	:30	\$175.00	10/23-10/26	3	1	3	\$525.00	
	Buyline Comment: CARSON											
	58	M	135A-205A	CARSON	:30	\$175.00	10/29-10/29	1	1	1	\$175.00	
	Buyline Comment: CARSON											
	59	SA	1130P-1A	SNL	:30	\$1,400.00	10/27-10/27	2	1	2	\$2,800.00	
	Buyline Comment: SNL											
	60	SU	1135P-12A	SPOTS NIGHT	:30	\$400.00	10/28-10/28	1	1	1	\$400.00	
	Buyline Comment: SPOTS NIGHT											

---REPORT TOTALS---

Report Totals: 130 / \$102,400.00

---SALES MONTHLY TOTALS---

Oct 12: 109 / \$89,150.00 Nov 12: 21 / \$13,250.00
 Sales Totals: 130 / \$102,400.00
 Station Totals: 130 / \$102,400.00
 Lines not sent/rcld/term: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$731,429	CATV 0%	KBLR 0%	KINC 0%	KLAS 29%	KSNV 14%
		KTNV 18%	KTUD 1%	KVCW 16%	KVMY 5%	KVVU 17%
		XXXX 0%				

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---COMPETITIVE COMMENTS---

NEW ORDER
EST SHARES

Books NOV12
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE